

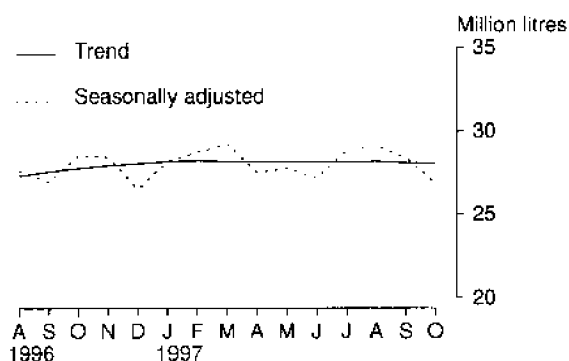
CATALOGUE NO. 8504.0

EMBARGO: 11.30 AM (CANBERRA TIME) FRI 5 DECEMBER 1997

SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS, OCTOBER 1997

SUMMARY OF FINDINGS

DOMESTIC SALES OF AUSTRALIAN PRODUCED WINE



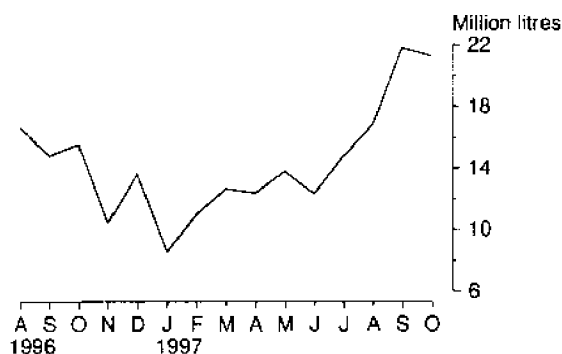
DOMESTIC SALES

The trend estimate for the total domestic sales of Australian produced wine fell by 0.2% in October, after a similar fall in the previous month. The trend series will continue to decline unless the seasonally adjusted estimate for November increases by more than 8%.

The seasonally adjusted estimate for the total domestic sales of Australian produced wine for October was 26.9 million litres, a fall of 5.5% on the previous month.

In original terms, there were 29.1 million litres of Australian produced wine sold domestically during October, up 3.7% on September and 1.1% on October 1996.

EXPORTS OF AUSTRALIAN PRODUCED WINE

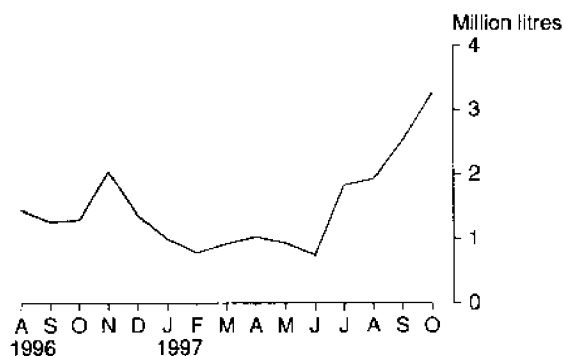


EXPORTS

A total of 21.3 million litres of Australian wine valued at \$91.1 million was exported in October. This is 2.4% less in quantity but 0.1% more in value than reported in September.

Of the October exports, a record quantity of 11.3 million litres (53.0%) went to the United Kingdom, a 0.5% increase on September and an increase of 47.2% on October 1996. New Zealand received 3.4 million litres of the October exports and the United States of America 2.5 million litres.

WINE IMPORTS CLEARED FOR HOME CONSUMPTION



IMPORTS CLEARED FOR HOME CONSUMPTION

Australia cleared a record 3.3 million litres of imported wine for home consumption in October, up 29.1% on September and 151.9% more than the quantity imported in October 1996. The majority of these imports were for table wine (78.2%) while sparkling wine accounted for a further 17.7%.

October imports cleared for home consumption were valued at \$12.7 million, with the average value per litre being \$3.88. This compares with an average value per litre of \$3.11 in September and \$5.50 in October 1996.

INQUIRIES

- for more information about statistics in this publication and the availability of related unpublished statistics, contact Peter Carmalt on Adelaide (08) 8237 7632 or any ABS State Office.
- for information about other ABS statistics and services please refer to the back of this publication.

DOMESTIC SALES OF AUSTRALIAN PRODUCED TABLE WINE, ORIGINAL DATA

Table wine	3 months ended October		% change
	1996	1997	
	'000 L	'000 L	
White — bottles 1 litre and under	13 678	14 754	7.9
White — other containers	32 383	31 709	-2.1
Total white	46 061	46 463	0.9
Red — bottles 1 litre and under	10 198	11 505	12.8
Red — other containers	9 209	10 953	18.9
Total red	19 407	22 458	15.7
Total table wine (includes rosé)	66 581	70 002	5.1

Total sales of Australian produced wine rose by 5.1% in the past 3 months compared with the same period last year. White wine sales remained relatively stable, up 0.9%, with a rise of 7.9% in bottle sales offset by a fall of 2.1% in sales of other containers. Red table wine sales rose by 15.7% with bottle and other container sales up 12.8% and 18.9% respectively.

The volume of wine sales reported above does not include any quantity of imported wine that may have been blended with the Australian product.

WINE AVAILABLE FOR CONSUMPTION IN AUSTRALIA, ORIGINAL DATA

Period	Domestic sales of Australian produced wine	Imports cleared for home consumption	Available for consumption
	'000 L	'000 L	'000 L
1994-95	313 357	14 057	327 414
1995-96	309 462	20 256	329 718
1996-97	333 590	13 589	347 179
1996			
3 months ended October	83 577	4 017	87 594
1997			
3 months ended October	85 682	7 744	93 426

There was an increase of 5.8 million litres (6.7%) in the wine available for consumption for the 3 months ended October 1997 compared with the same period last year. This resulted from an increase of 3.7 million litres (92.8%) in imported wine and an increase of 2.1 million litres (2.5%) in the domestic sales of Australian produced wine.

DISPOSALS OF AUSTRALIAN PRODUCED WINE, ORIGINAL DATA

Period	Domestic sales of Australian produced wine	Exports of Australian produced wine	Total disposals
	'000 L	'000 L	'000 L
1994-95	313 357	113 663	427 020
1995-96	309 462	129 671	439 133
1996-97	333 590	154 386	487 976
1996			
3 months ended October	83 577	47 071	130 648
1997			
3 months ended October	85 682	59 951	145 633

There was an increase of 15.0 million litres (11.5%) in the disposal of Australian produced wine for the 3 months to October 1997 compared with the same period last year. This increase is a result of a rise in exports of 12.9 million litres (27.4%) combined with a rise in domestic sales of Australian produced wine of 2.1 million litres.

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DOMESTIC SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS

Period	Wine type						Total wine			
	Table	Fortified	Spark- ling	Carbon- ated	Flavoured ¹	Vermouth	Original	Seasonally adjusted ²	Trend estimate ²	Brandy ³
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L al
1994-95	251 586	27 000	28 000	3 434	2 218	1 119	313 357	1 188
1995-96	247 274	25 865	30 148	3 089	2 087	999	309 462	1 113
1996-97	268 766	25 628	32 555	3 431	2 184	1 027	333 590	987
1996-97—										
August	22 641	2 160	2 301	199	205	71	27 579	27 662	27 348	104
September	21 718	1 872	3 107	322	152	64	27 234	26 948	27 575	66
October	22 221	2 119	3 824	335	178	86	28 764	28 600	27 779	87
November	27 862	2 357	4 666	453	215	117	35 669	28 464	27 946	104
December	25 826	2 376	5 584	512	208	121	34 627	26 527	28 100	122
January	14 700	1 297	1 604	163	179	91	18 035	28 221	28 194	54
February	21 065	1 510	1 838	286	112	81	24 892	28 819	28 238	65
March	22 698	1 630	2 205	193	136	61	26 924	29 270	28 196	64
April	20 397	2 350	1 822	183	175	59	24 986	27 531	28 172	72
May	22 923	2 538	2 017	261	210	120	28 069	27 803	28 179	71
June	21 644	2 350	1 523	280	175	32	26 004	27 163	28 168	69
1997-98—										
July	26 365	2 976	2 100	263	259	134	32 097	28 869	28 187	103
August	23 935	2 130	1 938	268	199	83	28 553	29 143	28 202	87
September	22 737	2 149	2 664	242	165	87	28 043	28 427	28 144	88
October	23 329	1 752	3 404	345	173	82	29 086	26 857	28 097	75

¹ Includes wine cocktails, marsala, aperitif and tonic wines.

² Trend estimates for the most recent months are provisional and can be revised as data for additional months become available.

³ Quantities on which excise duty was paid. Data before July 1997 contained brandy made from fruit other than grape.

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DOMESTIC SALES OF AUSTRALIAN FORTIFIED AND SPARKLING WINE AND VERMOUTH BY WINEMAKERS

Period	Fortified wine						Sparkling wine ¹		Vermouth	
	Sherry			Dessert wine			Bottle fermen- tation	Bulk fermen- tation	Dry	Sweet
	Dry	Medium ²	Sweet	Port	Muscat	Other ³				
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
1994-95	1 833	2 331	5 947	15 634	1 104	151	23 629	4 371	494	624
1995-96	1 785	2 291	5 592	15 096	1 003	98	22 923	7 226	440	559
1996-97	1 598	2 205	5 209	15 454	1 071	91	23 372	9 183	447	580
1996-97—										
August	130	168	364	1 388	101	10	1 657	644	31	40
September	115	160	359	1 145	89	5	2 166	941	36	28
October	155	204	487	1 174	91	9	2 844	980	29	56
November	130	203	493	1 432	90	9	3 469	1 197	51	66
December	129	190	457	1 497	93	10	3 901	1 683	56	65
January	94	122	306	704	65	6	1 092	512	n.p.	n.p.
February	116	129	323	873	63	5	1 350	488	30	51
March	110	155	325	968	66	6	1 669	536	29	32
April	137	200	515	1 402	89	6	1 384	437	27	32
May	167	214	489	1 552	107	9	1 334	683	53	67
June	124	177	438	1 518	85	8	912	611	n.p.	n.p.
1997-98—										
July	172	246	565	1 852	131	9	1 545	556	63	71
August	102	146	357	1 416	96	13	1 365	573	38	46
September	129	199	476	1 232	97	17	1 918	745	38	50
October	126	157	322	1 055	82	9	2 745	660	38	44

¹ Spitzig table wines are included with table wine.

² Includes semi-sweet and medium dry.

³ Includes madeira, tokay and white port.

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DOMESTIC SALES OF AUSTRALIAN TABLE WINE BY CONTAINER TYPE

Period	WHITE WINE NOT EXCEEDING 1 DEGREE BAUMÉ ¹					WHITE WINE EXCEEDING 1 DEGREE BAUMÉ ¹				
	Glass containers					Glass containers				
	1 litre and under	Over 1 litre	Soft pack ²	Bulk ³	Total	1 litre and under	Over 1 litre	Soft pack ²	Bulk ³	Total
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
1994-95	49 063	964	110 435	3 730	164 192	2 794	n.p.	18 888	n.p.	21 970
1995-96	48 033	657	106 049	2 861	157 601	2 553	137	18 306	112	21 109
1996-97	52 722	607	106 501	2 462	162 291	2 490	n.p.	19 992	n.p.	22 740
1996-97—										
August	4 396	42	8 703	186	13 328	202	n.p.	1 624	n.p.	1 847
September	4 297	47	8 790	209	13 342	254	n.p.	1 559	n.p.	1 836
October	4 319	51	9 274	258	13 902	210	12	1 572	12	1 806
November	5 543	66	11 323	281	17 213	265	n.p.	2 219	n.p.	2 509
December	5 863	61	10 294	373	16 591	332	n.p.	1 924	n.p.	2 287
January	3 206	43	5 612	432	9 293	161	8	1 217	9	1 395
February	4 716	56	8 225	128	13 124	173	n.p.	1 588	n.p.	1 777
March	4 548	47	9 285	123	14 003	177	n.p.	1 771	n.p.	1 967
April	4 096	37	7 542	86	11 760	206	n.p.	1 483	n.p.	1 710
May	4 059	55	8 845	130	13 089	178	n.p.	1 710	n.p.	1 911
June	3 376	45	8 636	86	12 143	142	n.p.	1 652	n.p.	1 813
1997-98—										
July	4 774	51	9 269	238	14 332	201	n.p.	1 789	n.p.	2 011
August	4 548	37	8 822	213	13 620	231	9	1 640	11	1 891
September	4 376	39	8 415	180	13 011	212	n.p.	1 820	n.p.	2 053
October	5 160	68	8 181	309	13 718	227	9	1 926	9	2 170
Period	RED					ROSÉ				
	Glass containers					Glass containers				
	1 litre and under	Over 1 litre	Soft pack ²	Bulk ³	Total	1 litre and under	Over 1 litre	Soft pack ²	Bulk ³	Total
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
1994-95	30 013	591	29 453	576	60 633	570	116	4 094	12	4 792
1995-96	33 172	420	29 964	313	63 869	535	n.p.	4 056	n.p.	4 695
1996-97	40 622	348	37 524	561	79 055	522	n.p.	4 050	n.p.	4 680
1996-97—										
August	3 808	39	3 214	24	7 085	37	n.p.	338	n.p.	382
September	3 176	27	2 961	39	6 203	37	n.p.	294	n.p.	337
October	3 214	30	2 842	33	6 119	43	n.p.	343	n.p.	394
November	3 640	41	3 920	29	7 631	58	n.p.	443	n.p.	509
December	3 419	30	2 994	56	6 498	71	n.p.	368	n.p.	450
January	2 129	15	1 579	55	3 778	35	n.p.	195	n.p.	235
February	3 160	23	2 581	54	5 818	38	n.p.	299	n.p.	344
March	3 402	25	2 892	57	6 376	34	n.p.	312	n.p.	352
April	3 384	25	3 106	61	6 575	38	n.p.	286	n.p.	352
May	3 704	30	3 738	66	7 538	51	n.p.	328	n.p.	385
June	3 298	27	3 896	59	7 280	31	n.p.	370	n.p.	407
1997-98—										
July	4 929	41	4 554	85	9 608	42	n.p.	365	n.p.	414
August	4 088	36	3 871	58	8 053	36	n.p.	327	n.p.	371
September	3 631	30	3 631	27	7 320	36	n.p.	313	n.p.	354
October	3 786	28	3 233	39	7 085	45	n.p.	304	n.p.	356

¹ 1 degree baumé = 18 grams of sugar per litre.

² Soft pack containers include all collapsible packs, plastic or otherwise.

³ Bulk includes rigid containers (plastic, steel, wood), tankers and cans.

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WINE AND BRANDY: IMPORTS CLEARED FOR HOME CONSUMPTION AND EXPORTS OF AUSTRALIAN PRODUCE

Period	Wine type				Total wine		Brandy	
	Table	Fortified	Sparkling	Other	Quantity	Value	Quantity	Value
	'000 L	'000 L	'000 L	'000 L	000 L	\$'000	000 L al	\$'000
IMPORTS CLEARED ¹								
1994-95	9 398	272	3 065	1 322	14 057	61 057	590	7 266
1995-96	16 649	105	2 673	830	20 256	60 478	583	7 462
1996-97	10 105	105	2 387	993	13 589	66 503	628	7 889
1996-97—								
August	1 265	10	96	80	1 451	5 790	58	727
September	917	22	228	98	1 265	6 118	50	562
October	746	19	322	214	1 301	7 152	52	716
November	1 573	8	354	100	2 036	8 073	70	905
December	954	8	320	75	1 357	8 373	85	1 059
January	719	15	234	24	991	5 168	40	678
February	605	7	156	6	775	4 092	42	516
March	612	5	173	129	919	4 347	35	411
April	820	2	121	90	1 032	5 253	45	571
May	744	4	132	47	927	4 513	46	547
June	583	3	124	34	745	3 910	46	495
1997-98—								
July	1 359	6	412	61	1 838	7 972	61	685
August	1 617	21	219	72	1 928	5 932	57	638
September	2 161	18	186	174	2 539	7 896	54	667
October	2 562	7	581	127	3 277	12 731	56	649
EXPORTS ²								
1994-95	105 542	2 475	5 109	537	113 663	385 704	36	812
1995-96	121 037	2 506	5 489	639	129 671	471 576	24	732
1996-97	144 885	2 490	6 046	966	154 386	603 272	17	526
1996-97—								
August	15 465	387	756	66	16 674	62 700	3	79
September	13 733	269	751	72	14 824	54 926	4	89
October	14 169	325	955	124	15 573	59 439	2	64
November	9 777	94	558	49	10 478	41 324	2	51
December	12 911	256	383	88	13 638	50 492	2	68
January	8 086	127	262	97	8 572	34 241	—	9
February	10 458	78	452	42	11 030	44 707	—	17
March	12 036	214	288	130	12 668	49 496	2	80
April	11 801	166	414	45	12 425	51 728	—	5
May	12 986	217	492	89	13 784	56 956	1	20
June	11 861	184	213	112	12 369	52 127	1	27
1997-98—								
July	14 154	99	482	54	14 789	63 426	1	38
August	15 964	239	540	73	16 816	69 167	2	20
September	20 621	304	785	116	21 826	91 071	4	102
October	19 682	413	1 082	131	21 309	91 121	1	10

¹ Due to a change in the Customs Tariff codes implemented in July 1996, the wine type categories are not necessarily comparable with previous data reported.

² Exports may include sales made by exporters other than winemakers.

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EXPORTS OF AUSTRALIAN WINE BY COUNTRY OF DESTINATION, OCTOBER 1997

Country/region	Wine type				Total wine	
	Table	Fortified	Sparkling	Other	Quantity	Value
	L	L	L	L	L	\$'000
Fiji	27 314	1 953	4 443	705	34 415	242
New Zealand	3 199 867	31 219	153 123	7 905	3 392 114	7 026
Norfolk Island	36 946	486	1 377	—	38 809	83
<i>Total Oceania & Antarctica</i> ¹	3 337 322	37 192	173 861	8 931	3 557 306	7 706
Denmark	245 815	—	315	—	246 130	1 039
Germany, Federal Republic of	395 531	18	850	—	396 399	1 570
Ireland	383 550	—	4 910	495	388 955	1 728
Netherlands	238 438	—	—	—	238 438	906
Norway	171 081	—	6 750	—	177 831	575
Sweden	191 160	225	40 536	—	231 921	914
Switzerland	146 802	140	64 548	19 800	231 290	3 316
United Kingdom	10 352 031	261 700	645 937	43 452	11 303 120	46 815
<i>Total Europe & the Former USSR</i> ¹	12 409 707	263 487	763 873	64 377	13 501 444	58 076
Bahrain	20 495	—	4 050	—	24 545	51
United Arab Emirates	79 847	—	9 549	—	89 396	212
<i>Total Middle East and North Africa</i> ¹	101 543	—	13 671	—	115 214	275
Malaysia	43 779	—	1 044	5 112	49 935	437
Singapore	125 758	270	3 628	13 779	143 435	1 152
<i>Total Southeast Asia</i> ¹	237 983	270	13 504	18 891	270 648	1 900
Hong Kong	196 144	526	1 260	31 497	229 427	1 101
Japan	111 280	837	14 724	6 292	133 133	1 064
<i>Total Northeast Asia</i> ¹	527 551	1 901	20 421	38 599	588 472	3 606
Canada	663 965	35 957	29 562	—	729 484	3 203
United States of America	2 353 961	69 863	64 032	41	2 487 897	16 041
<i>Total Northern America</i> ¹	3 017 926	105 820	93 594	41	3 217 381	19 244
<i>Total Other Regions</i> ²	50 444	4 716	3 410	—	58 570	314
Total All Countries	19 682 476	413 386	1 082 334	130 839	21 309 035	91 121

¹ Includes other countries as detailed in *Australian Standard Classification of Countries for Social Statistics* (1269.0).² Includes ships' stores.

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EXPORTS OF AUSTRALIAN WINE BY REGION¹

Period	Oceania and Antarctica	Europe and the Former USSR	Middle East and North Africa	Southeast Asia	Northeast Asia	Northern America	Other ²	Total all regions
	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
1994-95	17 144	69 782	1 014	2 197	4 307	18 786	434	113 663
1995-96	14 659	83 835	946	3 525	4 450	21 999	257	129 671
1996-97	17 917	95 482	974	3 698	7 070	22 806	338	154 386
1996-97—								
August	1 548	11 330	55	296	395	3 033	15	16 674
September	1 564	9 467	32	419	389	2 900	55	14 824
October	2 144	9 914	61	345	570	2 511	28	15 573
November	1 934	5 938	95	424	448	1 617	21	10 478
December	1 264	9 048	45	336	864	2 060	22	13 638
January	1 243	4 705	58	229	699	1 624	13	8 572
February	691	6 966	137	289	542	2 377	28	11 030
March	1 614	7 773	46	241	643	2 328	22	12 668
April	1 436	7 728	99	228	490	2 430	12	12 425
May	1 062	8 425	139	302	1 029	2 789	38	13 784
June	1 714	6 663	89	274	722	2 860	47	12 370
1997-98—								
July	1 768	9 439	71	148	524	2 765	73	14 789
August	2 337	9 510	58	264	701	3 939	6	16 816
September	2 318	14 383	139	302	688	4 021	76	21 826
October	3 557	13 501	115	271	588	3 217	59	21 309

¹ Exports may include sales made by exporters other than winemakers.² Includes ships' stores.

EXPLANATORY NOTES

INTRODUCTION

1 The information shown in this publication for the domestic sales of Australian produced wine is obtained directly from winemakers by means of a mail collection. The brandy sales figures shown represent quantities on which excise duty was paid, i.e. the quantity of brandy released for sale. Statistics relating to import clearances and exports are based on information provided to the Australian Customs Service by importers, exporters and their agents.

SCOPE AND COVERAGE

2 The information on domestic sales of Australian produced wine is obtained from winemaking enterprises with sales of 250,000 litres or more in the previous financial year. These account for approximately 95% of total wine sales. All sales data are collected on an Australia-wide basis only and State figures are therefore not available.

3 Tables 1–3 include all sales by winemakers (within the scope of the collection) with the exception of exports, sales for ships' stores, sales of imported wine and brandy and inter-winery sales, the last exclusion being necessary to avoid duplication in the published figures. Figures relating to foreign trade in wine and brandy are presented in table 4 to provide a basis for assessing the overall Australian wine market.

4 Imports cleared for home consumption comprise those goods entered for home consumption, together with goods cleared from Customs warehouses. Exports of Australian produce are defined as exports of goods, materials or articles which have been produced, manufactured or partly manufactured in Australia.

SEASONALLY ADJUSTED AND TREND ESTIMATES

5 Seasonal adjustment is a means of removing the estimated effects of normal seasonal variation from the series so that the effects of other influences can be more clearly recognised. Seasonal adjustment does not remove from the series the effect of irregular influences (e.g. abnormal weather and industrial disputes).

6 The smoothing of seasonally adjusted series to create trend estimates is a means of reducing the impact of the irregular component of the series. The trend estimates of wine sales have been derived by applying a 13-term Henderson weighted moving average to the seasonally adjusted series.

7 For further information, see *A Guide to Interpreting Time Series — Monitoring 'Trends', an Overview* (1348.0) or contact the Assistant Director, Time Series Analysis on (02) 6252 6345.

RELATED PUBLICATIONS

8 Another ABS publication which may be of interest is the *Australian Wine and Grape Industry* (1329.0) which contains production and stocks of Australian wine and brandy held by winemakers, final viticulture data and a comprehensive range of industry related data, including world comparisons.

9 Current publications produced by the ABS are listed in the *Catalogue of Publications and Products Australia* (1101.0). The ABS also issues, on Tuesdays and Fridays, a *Release Advice* (1105.0) which lists publications to be released in the next few days. The Catalogue and Release Advice are available from any ABS office.

ROUNDING

10 Where figures have been rounded, discrepancies may occur between sums of the component items and totals.

SYMBOLS AND OTHER USAGES

—	nil or rounded to zero
n.p.	not available for separate publication (but included in totals where applicable)
n.y.a.	not yet available
r	figure or series revised since previous issue
..	not applicable

W. McLennan
Australian Statistician

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